



## Privacy notice for BINN Smokehouse mailing list

### Scope

1. This document sets out what we do with your personal data in relation to the communications sent out from Louis’.
2. This document applies to you if you have signed up to our BINN Smokehouse mailing list.

### Who we are

3. BINN Smokehouse is the data controller in relation to the processing activities described below. This means that BINN Smokehouse decides why and how your personal information is processed.
4. Where this policy refers to “we”, “our” or “us” below, unless it mentions otherwise, it’s referring to BINN Smokehouse.

### What information do we collect about you, and how do we collect it?

#### Information that you give to us

5. We collect the information that you supply to us when you subscribe to our BINN Smokehouse mailing list. This includes your email address and first name if you choose to add this. This information is held by the Marketing Manager of BINN Smokehouse produces communications. The information is stored on the online communication service, Mailchimp, and is private and stored in line with GDPR.

#### Information that we collect automatically

6. N/a

#### Information that we receive from third parties

7. N/a

### How do we use your personal information?

8. If you want to receive BINN Smokehouse communications, we need to have your email address in order to email our monthly newsletter and any important updates to you. We also ask for your name so that we can personalise our communications to you, however this information is not mandatory when signing up for our mailing list.
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9. We also use personal data to understand what our subscribers read in our communications, specifically to see whether emails have been opened and which links were clicked on. This helps us to ensure the content we are sharing is interesting and also

informs our future communications. This is in our legitimate interest, as it helps us to be more efficient in planning and improving our activities and communications.

## **Who do we share your information with?**

- 10 When you subscribe to the BINN Smokehouse mailing list, your details are stored in online communications service, Mailchimp, which we use to format and send our newsletters and communications and securely store our mailing list. Mailchimp adheres to the GDPR regulations, data is kept private and secure and used only for the purposes we have agreed outlined in this privacy policy.

## **Do we transfer information outside the EEA?**

- 11 When you subscribe to our BINN Smokehouse mailing list, your information is securely stored by online communications service Mailchimp, which is based in the US and stores data in line with GDPR regulations. BINN Smokehouse or Mailchimp will not share your data with anyone else.

## **How long do we keep your personal information for?**

- 13 If we collect your personal information, the length of time we keep it for is determined by a number of factors including our purpose for using the information and our legal obligations.
- 14 We have a retention schedule for information and keep identifiable records only for as long as they have a legal or business purpose. We will keep your details until such time as you unsubscribe from our mailing list; we include a link to unsubscribe in all of our communications and you can also contact us directly if you wish us to unsubscribe you: email ID: [hello@binnsSmokehouse.co.uk](mailto:hello@binnsSmokehouse.co.uk).

## **Your rights**

- 15 You have a number of rights in relation to your personal information, which apply in certain circumstances. Some of these rights will come into force under the GDPR on 25th May 2018. In order to exercise any of these rights, please contact us using the details in section 9 of this document.

- 16 You have the right

- To access your personal information that we process
- To Rectify inaccuracies in the personal information that we hold about you

In some circumstances, you also have the right

- To have your details removed from systems that we use to process your personal data
- To restrict the processing of your personal data in certain ways
- To obtain a copy of your personal data in a structured electronic data file
- To object to certain processing of your personal data by us
- To request that we stop sending you direct marketing communications.

If you are concerned about the way we have processed your personal information, you can complain to the Information Commissioner's Office (ICO). Please visit the ICO's website [www.ico.org.uk](http://www.ico.org.uk) for further details.

## Contact us

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